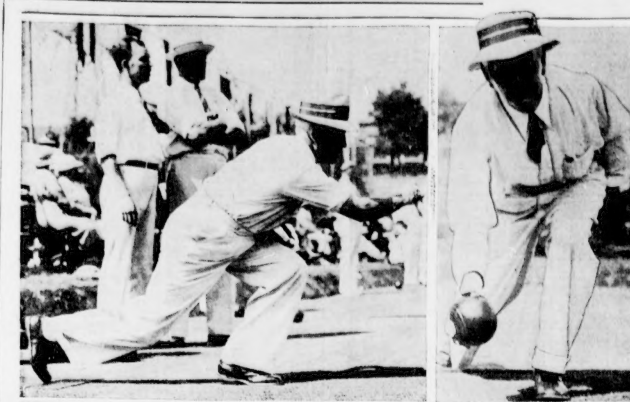


LOCAL BOWLERS

South Africans Exhibit Bowling Brilliance



South Africans exhibit bowling brilliance.

At Regina

REGINA, July 29.—Regina Exhibition

FIRST RACE—Purse \$100, claiming

three-year-olds and up. Five

Western Canada.

King Han (Clement) 87.00 85.00 85.15

Alant Brier (Haley) 83.00 83.00

Pagan Drive (Cox) 82.00 82.00

Time 1:34. Also ran: Tattler, Buddy

Kip, Tivy Lad.

Won by a neck, two lengths second

and third. Tivy Lad was fourth. Win-

ner's house was favored.

SECOND RACE—Purse \$100, claiming

three-year-olds and up. Five

Western Canada.

By Wire (Bodine), 47.00 2.00 2.30

Don't Pull (Haley) 37.00 2.30

Don't Pull (Haley) 37.00 2.30

Time 1:34. Also ran: Tattler, Buddy

Kip, Tivy Lad.

Won by a neck, two lengths second

and third. Tivy Lad was fourth. Win-

ner's house was favored.

THIRD RACE—Purse \$100, claiming

three-year-olds and up. Five

Western Canada.

By Wire (Bodine), 47.00 2.00 2.30

Don't Pull (Haley) 37.00 2.30

Don't Pull (Haley) 37.00 2.30

Time 1:34. Also ran: Tattler, Buddy

Kip, Tivy Lad.

Won by a neck, two lengths second

and third. Tivy Lad was fourth. Win-

ner's house was favored.

FOURTH RACE—Purse \$100, claiming

three-year-olds and up. Five

Western Canada.

By Wire (Bodine), 47.00 2.00 2.30

Don't Pull (Haley) 37.00 2.30

Don't Pull (Haley) 37.00 2.30

Time 1:34. Also ran: Tattler, Buddy

Kip, Tivy Lad.

Won by a neck, two lengths second

and third. Tivy Lad was fourth. Win-

ner's house was favored.

FIFTH RACE—Purse \$100, claiming

three-year-olds and up. Five

Western Canada.

By Wire (Bodine), 47.00 2.00 2.30

Don't Pull (Haley) 37.00 2.30

Don't Pull (Haley) 37.00 2.30

Time 1:34. Also ran: Tattler, Buddy

Kip, Tivy Lad.

Won by a neck, two lengths second

and third. Tivy Lad was fourth. Win-

ner's house was favored.

SIXTH RACE—Purse \$100, claiming

three-year-olds and up. Five

Western Canada.

By Wire (Bodine), 47.00 2.00 2.30

Don't Pull (Haley) 37.00 2.30

Don't Pull (Haley) 37.00 2.30

Time 1:34. Also ran: Tattler, Buddy

Kip, Tivy Lad.

Won by a neck, two lengths second

and third. Tivy Lad was fourth. Win-

ner's house was favored.

NORTH EDMONTON TACKLES LEAGUE LEADERS TONIGHT

At Regina

REGINA, July 29.—North Edmonton

bowling team will tackle the league

leaders tonight.

The team, which is led by

George Smith, will play the

league leaders, the Regina

team, at 8 p.m. tonight.

The Regina team is led by

George Smith, who is the

league leader.

The North Edmonton team

is led by George Smith, who

is the league leader.

The Regina team is led by

George Smith, who is the

league leader.

The North Edmonton team

is led by George Smith, who

is the league leader.

The Regina team is led by

George Smith, who is the

league leader.

The North Edmonton team

is led by George Smith, who

is the league leader.

The Regina team is led by

George Smith, who is the

league leader.

The North Edmonton team

is led by George Smith, who

is the league leader.

The Regina team is led by

George Smith, who is the

league leader.

The North Edmonton team

is led by George Smith, who

is the league leader.

The Regina team is led by

George Smith, who is the

league leader.

The North Edmonton team

is led by George Smith, who

is the league leader.

The Regina team is led by

George Smith, who is the

league leader.

The North Edmonton team

is led by George Smith, who

is the league leader.

The Regina team is led by

George Smith, who is the

league leader.

The North Edmonton team

is led by George Smith, who

is the league leader.

The Regina team is led by

George Smith, who is the

league leader.

The North Edmonton team

is led by George Smith, who

is the league leader.

The Regina team is led by

George Smith, who is the

league leader.

The North Edmonton team

is led by George Smith, who

is the league leader.

CADOMIN THUMPS LUSCAR BY 22-9

At Regina

REGINA, July 29.—Cadomin

thumped Luscar by 22-9

tonight.

The Cadomin team is led

by George Smith, who is the

league leader.

The Luscar team is led by

George Smith, who is the

league leader.

The Cadomin team is led

by George Smith, who is the

league leader.

The Luscar team is led by

George Smith, who is the

league leader.

The Cadomin team is led

by George Smith, who is the

league leader.

The Luscar team is led by

George Smith, who is the

league leader.

The Cadomin team is led

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The Luscar team is led by

George Smith, who is the

league leader.

The Cadomin team is led

by George Smith, who is the

league leader.

The Luscar team is led by

George Smith, who is the

league leader.

The Cadomin team is led

by George Smith, who is the

league leader.

LACOMBE GOLF TOURNEY AWAY TO GOOD START

At Regina

REGINA, July 29.—The

Lacombe golf and country club

will play away to good start

tonight.

The Lacombe team is led

by George Smith, who is the

league leader.

The Regina team is led by

George Smith, who is the

league leader.

The Lacombe team is led

by George Smith, who is the

league leader.

The Regina team is led by

George Smith, who is the

league leader.

The Lacombe team is led

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league leader.

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league leader.

The Lacombe team is led

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league leader.

The Regina team is led by

George Smith, who is the

league leader.

Little Orphan Annie

Love Annie—Love Her Dog

—By Gray



Dick Tracy

Bone Pictures

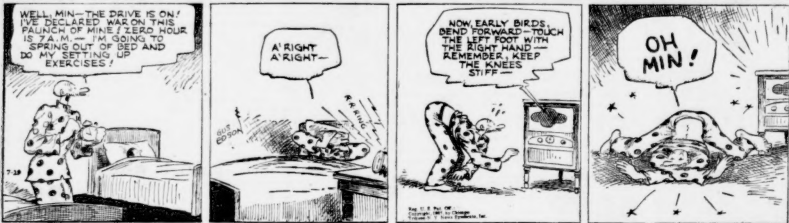
—By Chester Gould



The Gumps

The Early Bird

—By Edson



Moon Mullins

Follow Through

—By Willard



Gasoline Alley

Where is the Nearest Hot Dog Kennel?

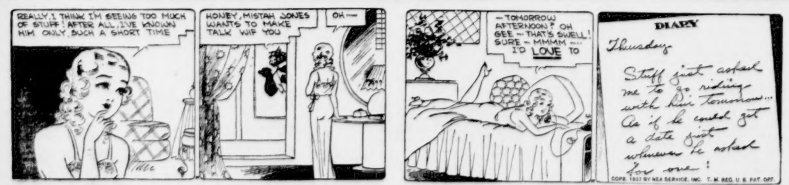
—By King



Boots and Her Buddies

The Very Idea

—By Martin



Alley Oop

Snipe Hunt

—By Hamlin



Listen Inn



PHYLLIS MARSHALL
This fifteen-year-old lass, who was top scorer in a CBC talent survey, is now being presented in a play, "The Tenth Muse," at the studios of the Canadian Broadcasting Corporation. Her ambition is to step from radio to the musical comedy stage.

NBC

(National Broadcasting Co.)
KRL, Denver, 825 k.c.; KPL, Los Angeles, 445 k.c.
THURSDAY, JULY 26
8:00—Rogers Arts Trio
8:10—Rogers Arts Trio
8:30—Rogers Arts Trio
8:45—Rogers Arts Trio
9:00—Rogers Arts Trio
9:15—Rogers Arts Trio
9:30—Rogers Arts Trio
9:45—Rogers Arts Trio
10:00—Rogers Arts Trio
10:15—Rogers Arts Trio
10:30—Rogers Arts Trio
10:45—Rogers Arts Trio
11:00—Rogers Arts Trio

FRIDAY, JULY 26

8:00—Rogers Arts Trio
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9:00—Rogers Arts Trio
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10:45—Rogers Arts Trio
11:00—Rogers Arts Trio

SATURDAY, JULY 27

8:00—Rogers Arts Trio
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8:30—Rogers Arts Trio
8:45—Rogers Arts Trio
9:00—Rogers Arts Trio
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10:30—Rogers Arts Trio
10:45—Rogers Arts Trio
11:00—Rogers Arts Trio

SUNDAY, JULY 28

8:00—Rogers Arts Trio
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8:30—Rogers Arts Trio
8:45—Rogers Arts Trio
9:00—Rogers Arts Trio
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10:30—Rogers Arts Trio
10:45—Rogers Arts Trio
11:00—Rogers Arts Trio

CFRN

Owned and Operated by The Canadian Broadcasting Co., Ltd.
Edmonton, 985 Kilbride
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Store Opens at 8:30 a.m., Closes at 5:30 p.m. Daily, including Next Wednesday. To Call EATON'S Dial 9-1-2-0

EATON'S Opportunity Day

FRIDAY
JULY 30th

Electric Ironers

This year's model—a maker's overcoat. Attractively finished. OPPORTUNITY DAY.

ONE ONLY EACH. TABLE TOP \$59.50

TABLE TOP DE LUXE \$99.50

—ALSO AVAILABLE ON THE EATON BUDGET PLAN.



Electric Washing Machines

"Rainbow" washer as made by Coffield. Equipped with standard transmission; offset gyrator; Lovell wringer; heavy porcelain tub; 1/2 H.P. electric motor. OPPORTUNITY DAY.

\$59.50

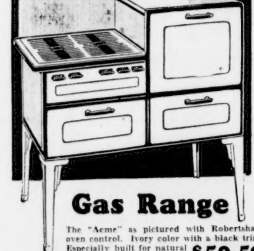
—ALSO AVAILABLE ON THE EATON BUDGET PLAN.

Coal Range

The "Tubler"—a modern steel range with polished cast iron top—cream enameled panels and nickel-plated mountings. Five gallon copper reservoir. Cooking top is fitted with four 4-inch and two 6 1/2-inch lights. Adapted for water-tight. Will consume either coal or wood.

\$49.75

—ALSO AVAILABLE ON THE EATON BUDGET PLAN.



Gas Range

The "Aero" as pictured with Robertson even control. Ivory color with a black trim. Especially built for natural gas. OPPORTUNITY DAY.

\$59.50

—ALSO AVAILABLE ON THE EATON BUDGET PLAN.

Hundreds of Pieces of Aluminumware



Spend a few minutes and few cents in the Aluminumware Section and walk away with sale values in this light, easy-to-clean ware. TEA KETTLES, DOUBLE BOILERS, POTATO POTS, SAUCEPAN SETS, PERCOLATORS, COOK POTS, COVERED SAUCEPANS, FRENCH FRIERS WITH WIRE BASKETS. OPPORTUNITY DAY.

Wear-Ever Preserving Kettles



10-qt. \$1.59

12-qt. \$1.89

14-qt. \$2.19

OPPORTUNITY DAY

Oval Dish P-A-N-S



Enamelled pans in a mottled blue or green finish. OPPORTUNITY DAY

39c

Enamel Cannery

Round pattern cannery of a mottled blue enameled wire rack for seven glass saucers. OPPORTUNITY DAY.

\$1.89

Food Choppers

Medium weight and a medium size food mincer, complete with three cutting blades and a detachable handle. OPPORTUNITY DAY.

98c

"Non-Seald" Kettles

Non-Seald aluminum tea kettles of 2-quart capacity. OPPORTUNITY DAY.

58c

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Kitchen Utensils

Every imaginable with a red rim — WASH BOWLS, SINK STRAINERS, BAKING DISHES, PUDDING PANS, LIPPED SAUCEPANS. OPPORTUNITY DAY.

39c

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Square Tubs

The new homewares of last June will find use for these handy galvanized tubs, 10 x 20 x 11 inches. Drop handles. OPPORTUNITY DAY.

\$1.00

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Scrub Tubs

Round tubs in a smaller size for immediate household use. Galvanized metal—red handles. OPPORTUNITY DAY.

29c

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LINGERIE, HOUSE DRESSES, JUVENILE WEAR

Rayon Bloomers

A Manufacturer's Clearance Grouping!

Bloomers like these are worn all year around but they're particularly suitable for wear during hot summer months. The light weight rayon material is cool and comfortable even on scorching hot days. Buy a number of pairs now... there's a worthwhile saving! If you're holidaying you'll find they pack easily into vacation luggage. The knees and waist are threaded with live, stretchy elastic. Small, medium and large sizes. Note the color variety: ICE BLUE, NILE GREEN, PETAL PINK, MAIZE, TEAROSE, NAVY, PEACH, BEIGE, WHITE, SAND, NUTONE (flesh). OPPORTUNITY DAY

39c

Clearance of Panties

At a Bargain Price!

Early shoppers will have best choice from this grouping of panties... it's a clearance assortment! That means not every color and size in each line but a wide choice in the entire grouping. Suede finished crepes (fibre silks) and real silk crepes cut on slim fitting lines... elastic at the waist. Tailored or trimmed with lace. Tearose or white. Small, medium and large sizes in the group. Regular 49c.

33c

Waffle Knit Panties and Vests

There are ever so many things to recommend the purchase of these undies... they're of a light weight cotton and rayon material... they're snug and neat in fit... they're easy to launder and require no ironing. And what's more, the price is incentive to any thrifty shopper. The vests are sleeveless... narrow shoulder straps. The panties have elastic at the waist. Pink, in small, medium and large sizes. OPPORTUNITY DAY.

25c

—Lingerie, Second Floor, Phone 9-1-2-2-2

LOOK FOR
NOT ADVERTISED
CARDS

In small lots of merchandise that did not merit newspaper mention.

Crisp Pique Coat Dresses

Styled to the modern demand for smartness and practicality... smart because the style is up-to-the-minute, practical because they're easily laundered and no trick at all to iron. White or pastel colored cotton pique with white buttons down the front... exactly as illustrated. Sizes 34 to 44. OPPORTUNITY DAY.

\$1.09

—Lingerie and House Frocks, Second Floor, Phone 9-1-2-2-2

Girls' Swim Suits

Regular \$1.98

\$1.00

Wee Girls' Frocks

No description on our part could give you an adequate idea of what these frocks are like... they're the smart styles a little girl longs for but which are usually too expensive! Fresh, crisp organdy and voile in summery colorings. Sizes 2 to 6 years. Regular \$1.39 to \$1.59. OPPORTUNITY DAY.

\$1.00

Dainty Frocks For Older Girls

Another bargain here for thrifty-wise mothers... and smart styles for their fashion-conscious young daughters. Gaily patterned voile dresses styled in more than a dozen different ways. Sizes 8 to 14 years. Regular \$1.98. OPPORTUNITY DAY.

\$1.29

Organdy Frocks

Regular \$2.98!

Frocks that will take eight-to-fourteen-year-olds smartly to parties. And mothers will be thankful that the styles are easy to launder. Lovely pastel colorings. Sizes 8 to 14 years. OPPORTUNITY DAY.

\$1.98

—Children's Wear, Second Floor, Phone 9-1-2-2-2

Kiddies' Pyjamas

Garmets that are styled to be comfortable when summer nights are warm... they're of a cotton knit crepe or broadcloth. One- and two-piece styles... plain colors with contrasting trims. Sizes 2 to 14 years. Regular \$1.00, \$1.25 and \$1.50. OPPORTUNITY DAY.

65c

Suede Crepe Frocks

At a Price That Says "BE HERE EARLY!"

One glance at these frocks and you'll immediately start picturing how smart you'll look in one of them... best be here early to have a choice from the complete array of styles! You'll no doubt want to buy several when you know that the suede crepe (fibre silk) material is washable! The gay patternings will catch your eye... vivid flowers on a white or pastel ground, novelty motifs that are clever

and ever so smart! Style details are too numerous to mention... see them for yourself! They've all short sleeves, of course. Sizes 14 to 44. OPPORTUNITY DAY

\$2.29



*Fibre Silk.

Blouses! A 9:30 Special!

Thank a Manufacturer's Clearance For the Saving!

You'll probably not remember having seen such smart blouses as these at a 59c pricing before... indeed we were surprised that the styles could be so smart and the price so low! Smooth, silky angel-skin (rayon) for their making... printed in a grand variety of floral designs, checks and polka dots. Novelty necklines... short sleeves. Washable! Sizes 14 to 20. OPPORTUNITY DAY AT 9:30

59c

—Blouses, Second Floor



Hat Clearance

Regular \$1.98!

Yes, there's 98c to save in buying one of these hats... and there's certainly more than a dollar's worth of style in every one! Felts, straws (trade name) and fibre silk crepes... shapes and sizes to fit almost every head. OPPORTUNITY DAY



\$1.00

Twin Sweaters

String Knits

A clearance of string knit twin sweaters... in the regular way, you'd pay \$1.98! The pullover sweater has short sleeves... the Brooks type over sweater buttons down the front and has long sleeves. Pastel shades and white. Sizes 14 to 42. OPPORTUNITY DAY.

\$1.29



Special Values in Beach Wear

See Window Displays Early Thursday

Clearance of Bathing Suits

Our entire stock of bathing suits has been reduced in price... even the most popular makes have taken a price cut! All wool suits... one- and two-piece styles, with or without skirts. Every style decidedly 1937 in line... styles that lend grace to your figure. Gay colorings galore and clever combinations of color. Sizes 14 to 40. Regular \$2.98. OPPORTUNITY DAY.

\$1.98

Regular \$2.98 and \$1.98. OPPORTUNITY DAY.

\$2.98

Regular \$2.98 and \$1.98. OPPORTUNITY DAY.

\$3.98



Play Clothes Priced for Clearance

Navy Slacks

There's no shipping of material or sacrifice of finishing in these slacks just because they're low priced. They're fully cut of fine quality cotton denim... navy blue with white stripes down the sides. One pocket and ruffled bottoms. Sizes 14 to 20. OPPORTUNITY DAY, FRIDAY.

\$1.19

Beach and Garden Togs

9:30 Special

One-, two- and three-piece play suits and casual suits... beach suits that serve as swim overalls and beach pajamas. Grand selection of cotton materials, plain colors and prints. Sizes 14 to 20. Regular \$1.98 and \$2.98. OPPORTUNITY DAY AT 9:30.

\$1.29



—Frocks, Sweaters, Hats and Sport Togs, Second Floor, Phone 9-1-2-2-2

See Back of This Page for Other EATON Announcements

THE T. EATON CO.
WESTERN LIMITED
EDMONTON CANADA

EATON'S Opportunity Day

FRIDAY
JULY 30th

Styled for Summer 2 PANTS SUITS

Twice the
Wear...
\$12.95

You'll be glad you bought one of these two-pants suits! We show you a single breasted model — note the patch pockets. All with fine sport details!



Men's Tweed Suits

With An Extra Pair
of Pants

A headliner event all right... a suit event that is outstanding among the many EATON suit sales. The neat tailoring, the dash to the cut and the fine quality of the fabrics are unusual features for a \$12.95 pricing! Another noteworthy point is that they're suitable for wear in the office or when you're vacationing. Wool tweeds patterned in conservative or unusual effects... colors suited to the season, greys, tans and rich browns. The coats are single breasted with half belt at the back and pleats... patch pockets. The trousers are fully cut to give a comfortable room fit. Sizes 35 to 42. Come to see them, Men, first thing Friday... you'll certainly be enthusiastic about buying one, there's no doubt about that! OPPORTUNITY DAY, FOUR-PIECE SUIT.

\$12.95

—Men's Suits, Main Floor, Phone 9-1-2-5-8

String Shirts

For Sports-Minded Men

Open mesh weaves of cotton that will look laundry-fresh from morning 'til night. Long sleeved styles with polo collars and laced fronts with metal eyelets... plain shades of blue, white, yellow and brown. The short sleeve styles are striped... black and grey on yellow, navy and scarlet on royal, black and grey on white. Small, medium and large sizes. OPPORTUNITY DAY, EACH.

\$1.29

Another string shirt style knit in honeycomb stitch. Short sleeves. A pleasing variety of plain colors. Small, medium and large sizes. OPPORTUNITY DAY, EACH.

\$1.19

English Wool Sport Shirts

There's something decidedly good-looking about these sport shirts... they're made of high quality Botany wool yarns. The fine ribbed stitch is smart in appearance and it won't stretch out of shape easily. The polo collar fastens with a strap... when the strap is undone the polo collar converts into a V neck. Short sleeves. Shades of fawn, grey, navy and maroon with white pencil stripes which run horizontally. Small, medium and large sizes. OPPORTUNITY DAY.

\$1.79

Sport Trousers

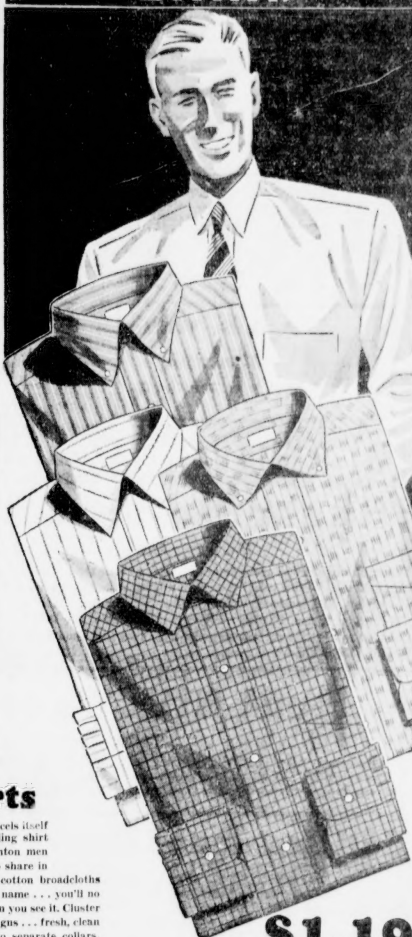
Tweeds and Flannels, Sir!

Soft flannel weaves and firm tweeds... wool materials, every one! Checks, overchecks, stripes and plain colors in grey, cocoa, brown, russet, tan and fawn. Pleated fronts or three button waistbands and buckled side straps. Cuffed bottoms. Sizes 30 to 42. OPPORTUNITY DAY.

\$3.95

—Men's Sportswear, Main Floor, Phone 9-1-2-5-8

Summer SHIRT Savings


\$1.19

—Men's Shirts, Main Floor, Phone 9-1-2-5-8

Boys' Flannelette Pyjamas

If your lad or lads are keeping you on the hop with preparations for their summer camping trip don't forget to include warm pyjamas in their supplies. These of cotton flannelette will fill the bill. The coats are in a life front style with rayon frogs. The trousers have a drawstring at the waist. Color combinations of mauve, blue, green, and tan. Sizes 6 to 18 years. OPPORTUNITY DAY.

\$1.00

Boys' Suspenders

These suspenders will catch the eye of a young lad... they're just like dad's. Narrow or broad webs... plain colored or striped in a variety of contrasting colorings. The length may be adjusted. Detachable leather ends. OPPORTUNITY DAY, FAIR.

25c 39c and 50c

Boys' Combinations

Various styles in these cotton ballbrigan combinations: short sleeves and buttonless; short sleeves with buttoned front; sleeveless and buttonless. All styles have short legs. Ecru color in sizes 24 to 34... 6 to 16 years. OPPORTUNITY DAY.

29c

—Boys' Wear, Main Floor, Phone 9-1-2-5-8

Boys' Shorts

Neatly tailored shorts of wool tweeds... shepherd checks and speckled weaves... of wool worsted patterned in conservative designs... of navy blue chevron material. Belt loops on shorts. Lined throughout. Sizes 6 to 14. OPPORTUNITY DAY.

95c

Boys' Longs

Wool tweeds that will stand up to the scuffing an active lad gives. Neat stripes and herringbone weaves; grey, fawn and brown, some chevron large and flannel materials, too. Sizes 6 to 18 years. OPPORTUNITY DAY, FAIR.

\$1.95

Men's Straw Hats

Fine quality pressed straw (straw names) for straw hats. Large brims that afford protection from the sun. The straw is weather resistant. Finished with leather sweat band. Sizes 4 1/2 to 7 1/2. OPPORTUNITY DAY.

19c

Now
For Ties!



Ties to wear with your summer flannels and tweeds. They're cut full length of finely woven silk... half lined with silk other side. Navy, green, brown and maroon with stripes of sand, navy, lemon, grey and blue. OPPORTUNITY DAY, EACH.

15c

—Men's Ties, Main Floor, Phone 9-1-2-5-8

Men's Hats

Of Weatherized
Nufell



Fashion sheets on men's wear are giving prominence to pinch front fedoras... offer them for your approval at a \$1.79 pricing! They're of a specially processed wool felt which is weather-resistant. The snap brims are 2 1/2 inches wide. Narrow silk poplin bands, some with penciled stripes. Unlined. Shades of light grey, fawn and brown. Sizes 6 1/2 to 7 1/2. OPPORTUNITY DAY.

\$1.79

—Men's Hats, Main Floor, Phone 9-1-2-5-8

Men's Shirts

Once again our Shirt Department exalts itself in the presentation of an outstanding shirt saving! Once again thrifty Edmonton men will be on hand bright and early to share in the saving! These shirts of fine cotton broadcloths are labelled with a famous maker's name... you'll no doubt recognize the fine quality when you see it. Cluster patterns, pin stripes and all-over designs... fresh, clean colorings. Collar attached and two separate collars. Sizes 14 to 17. OPPORTUNITY DAY.

\$1.19

—Men's Shirts, Main Floor, Phone 9-1-2-5-8

Men's Summer Crew Socks

First Quality Socks Low Priced

Men who appreciate summer foot comfort will be among the first shoppers for these specially priced crew socks. The length—they fit neatly above the ankles—is conducive to comfort during hot weather. The light weight cotton knit makes for coolness, too. Threaded at the top with "Laxtex"... no garters necessary. Gayly colored circular stripes. Sizes 10 to 11 1/2. OPPORTUNITY DAY, FAIR.

19c

—Men's Socks, Main Floor, Phone 9-1-2-5-8

Men's Colored Handkerchiefs

The Colored Patternings Are Interwoven With the
White Threads



Your favorite magazine, "Esquire," tells you about the smartness of all-over colored handkerchiefs... here they are at a saving! Finely woven linen in numerous color combinations. Hemmed borders. OPPORTUNITY DAY.

**2 for
29c**

White Linen Handkerchiefs

Every man needs a plentiful supply of plain white handkerchiefs... at this price he can stock up at a saving! The linen is a firmly woven, smoothly finished texture... easily laundered. These large sized squares are neatly hemstitched at the borders. OPPORTUNITY DAY, EACH.

9c

—Men's Handkerchiefs, Main Floor, Phone 9-1-2-5-8

T. EATON CO.
WESTERN LIMITED
EDMONTON CANADA

See Back of This Page for
Other EATON Announcements



Sunlight
Laundry Soap
Large bars. SALE.
20 bars \$1.00



Lux Flakes
Small packets. SALE.
6 packets 49c



Rinso
Granulated Soap.
Large pkt. and cake of Lifebuoy Health Soap.
Sale 22c 2 pkts. 39c



P. & G. White
Naphtha
Sale **10 bars 39c**

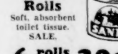
White Cross
Toilet Rolls
Soft white tissue.
SALE
3 rolls 29c



Red River
Toilet Tissue
SALE
10 rolls 25c



Sanitex
Toilet Rolls
Soft, absorbent toilet tissue.
SALE
6 rolls 39c



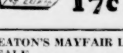
PALMOLIVE TOILET SOAP.
SALE
2 cakes 11c

COLEO TOILET SOAP.
SALE
3 cakes 10c

Lifebuoy Health Soap
Cake 7c or
5 for 34c



Lux Toilet Soap
SALE
3 cakes 17c



EATON'S MAYFAIR LANOLINE TOILET SOAP.
SALE
5 cakes 25c

CALAY TOILET SOAP.
SALE
3 cakes 11c

MANY FLOWERS TOILET SOAP.
SALE
PKT. 20c

OXFORD SOAP FLAKES.
SALE
PKT. 20c

Deliveries
We cannot promise complete delivery of Sale items until afternoon following day of purchase.

Jergen's
La Palina
Castile Soap
10 bars 27c



EATON'S Cairo-Palm Soap
12 cakes 45c



EATON'S COLD CREAM
7c. Jar Special
Cleansing and Refreshing
29c

EATON'S COLD CREAM
7c. Jar Special
Cleansing and Refreshing
29c

EATON'S COLD CREAM
7c. Jar Special
Cleansing and Refreshing
29c

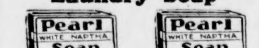
EATON'S COLD CREAM
7c. Jar Special
Cleansing and Refreshing
29c

EATON'S COLD CREAM
7c. Jar Special
Cleansing and Refreshing
29c



Fels-Naptha Soap
For laundry use. SALE.
10 bars 69c

Pearl White Naptha
Laundry Soap



Sale 10 bars 39c

HOUSEHOLD AMMONIA—SALE
24-oz. bottle 13c

Royal Crown Cleanser
SALE
3 for 15c

Old Dutch Cleanser
SALE
2 for 17c

EATON'S Carbolic Health Soap
4 cakes 15c

EATON'S Carbolic Health Soap
4 cakes 15c

EATON'S Carbolic Health Soap
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4 cakes 15c

Opportunity Day—Sale Prices on Hosiery and Gloves!

Sheer Delux Chiffon Stockings

Every Pair First Quality — Full Fashioned

You can't expect much more from fine hosiery than these stockings offer... sheer smartness—considerable length of wear—low price! A once-in-a-long-while opportunity to replenish your summer supply of hosiery at a saving! Full fashioned—knit in fine 45-gauge from sheer two-thread high twist chiffon texture. Real silk from toe to top. Shade variety runs the gamut of the 1937 hosiery color spectrum... colors that are right for wear at the present time and tones that will blend in with your Fall ensembles. Sizes 8½ to 10½. OPPORTUNITY DAY.

69c

Real Silk Crepe Stockings

Another First Quality Hosiery Line!

It's almost incredible that FIRST QUALITY STOCKINGS are available at a 39c pricing! Just another example of the values offered in this EATON Flier! A real silk crepe weave... the dull finish is flattering to wear. Knit with fashioned legs and seamless feet. Season-wise shades. Size range from 8½ to 10½. OPPORTUNITY DAY.

39c

Full Fashioned Heavy Service Weight Hose

One of the Outstanding Features of the Flier!

Every economy-wise woman knows that it's outstanding thrift news to find stockings at a half dollar pricing! The texture in these stockings is entirely new to any other line we've offered... it's a mixture of real silk and rayon. In a heavy service-weight that's smart looking and ever so serviceable. The level of summer shades. Substandards. Sizes 8½ to 10½. OPPORTUNITY DAY.

50c



Hand-Made Crochet Gloves

Reduced for Clearance — Regular \$1.00 to \$1.50!

Crochet gloves are favorites for summer because they're light weight, cool and as easily laundered as a handkerchief. These gloves are crocheted by hand... exquisite weavings! You'll love the pairs neatly adorned with hand embroidery... a lovely gift, you'll say, for someone who appreciates finer things. And the reduced price is a gift to you! Short wrist-length styles and dressier flared cuffs... bracelet effects and pleats are noteworthy details. Grand color variety... white, pastels, rich deep tones and black. Sizes 6 to 7½. OPPORTUNITY DAY.

79c

WOOLS, FANCY GOODS, NOTIONS, BAGS, SILVERWARE

Half-Price
Wool
Clearance
10:30 Special

Included in this clearance grouping are Paton and Baldwin's "Misty", Berber, Lenora, Crystal Crepe, Zig Zag and Wool String. A wide range of shades... enough of some colors to make women's suits, sweaters, children's garments and the like. Approx. one-ounce skeins and balls. Regular 35c. OPPORTUNITY DAY. AT 10:30. HALF PRICE.

2 for 25c

—Wool, Second Floor

Shopping Bags! ½ Price!

Gaily patterned cretonne shopping bags... useful for knitting bags, too! Fitted with wooden handles. The floral patterns on the cretonne are in shades of blue, fawn and green. A good size. Regular 35c.

OPPORTUNITY DAY, HALF PRICE

K-A-P-O-K

If you need new cushions for the home or the summer cottage you would be well advised to buy some KAPOK. It makes a downy non-lumping filling for cushions. Regular 29c. OPPORTUNITY DAY.

2 lbs. 49c

—Cushions, Bags and Rugs, Second Floor, Phone 5-1-5-5

Notions and
Smallwares

"MESHLOK" SLIDE FASTENERS, four-and-a-half to seven inches.
EACH
FACE CLOTHS of cotton 6 for 29c
BATH NETS for bathed or long hair 29c
DOZEN
OXFORD LACES, black lace of cotton, 3½-inch length 10c
DISS SHIELDS of fine white cotton lined with fresh rubber, PAIR 19c
EMBROIDERY SCISSORS, FAIR 9c

—Notions, Main Floor, Phone 5-1-5-5

Walnut Finished Mantel Clocks

Modernistic style mantel clocks suitable for living or dining rooms. It has a chromium plated bezel and cut-out dial. The case is walnut finished. It strikes the hours and half hours. Reliable eight-day movements.

\$10.00

—Clocks, Main Floor, Phone 5-1-5-5

Kiddies' Satchels

Leatherette bags just the ideal thing for a wee girl. Double handles and zipper tops, nardine with drome fasteners, five-colors of black, brown, navy, green and red. OPPORTUNITY DAY.

25c

Geneva Flatware

Choose this silverplated flatware for everyday use in the kitchen or for the supply at the lakeside cottage. The simple patterns lends itself to use with other designs. OPPORTUNITY DAY.

TEASPOONS 10c
KNIVES, FORKS, DESERT SPOONS, 10c
SILVER SPOONS OR TABLE SPOONS, EACH 15c

Jewelry
Sale Priced



The pieces in this specially priced grouping of jewelry are similar to higher priced pieces... hard to tell them apart. Included are bracelets, brooches, clips, earrings and neckties. Kiddies' novelty pieces, too. Shiny metallics and brilliant colors. OPPORTUNITY DAY.

25c

—Jewelry and Jewelry, Main Floor, Phone 5-1-5-5

Vacuum Bottles

First size vacuum bottles with heavy corrugated metal outer cases and glass inner containers. Guaranteed to keep hot liquids hot for 24 hours. OPPORTUNITY DAY.

39c

—Jewelry Section, Main Floor, Phone 5-1-5-5

See Back of This Page for Other EATON Announcements

Shoe Specials That Should Prompt Early Shopping

Striking Values in Women's Footwear \$1.95



Any Pair in the Lot an Outstanding Bargain!

Frequently you find shoes at less than two dollars but it's not often they're as smart in styling as these! Truly an outstanding grouping... models suitable for street wear, for the business girl to wear to work, for afternoon and evening wear. For instance, there's a smart two-tone, beige with brown, model... a T-strap style that will set a smart pace anywhere. Plain straps, pumps and ties, too... brown and black side leathers. Cuban and high heels. Sizes 4 to 8. OPPORTUNITY DAY



Women's Tennis Shoes

We can't think of tennis shoes but only a serve in many more instances than on the tennis courts... they'll be worn on picnics and at the lake or even around the house. Oxford style of satin canvas with rubber trim and rubber soles. Sizes 3 to 8. OPPORTUNITY DAY

89c

Misses' Oxfords and Straps

Comfort and smartness are combined in these shoes... a combination to please comfort-conscious mothers and style-wise daughters. Both oxford and strap styles are of black side leather. Sturdy leather soles and low rubber heels. Sizes 11 to 2. OPPORTUNITY DAY

\$1.29



Growing Girls' Oxfords

This type of shoe successfully combines neatness of fit with smartness of style. The uppers are of light colored elk (trade name) leathers... suitable for everyday as well as sports wear. Good wearing leather soles and rubber tipped military heels. Sizes 4 to 8. OPPORTUNITY DAY

\$1.79

—Women's and Growing Girls' Footwear, Second Floor, Phone 9-1-2-3-4



Boys' Hefty Boots

If you're energetic, on-the-go lads in your family there'll no doubt be a need for serviceable boots such as these. The uppers are of black kip leather. Heavy leather soles, worn and nailed. Low rubber heels. Sizes 1 to 5. OPPORTUNITY DAY

\$1.98



Men's Dressy Oxfords

It's not often that oxfords as smart as these are obtainable at a \$3.95 pricing... better take advantage of the saving, Sir! Richer style uppers of black calf leather... neat and comfortable! Solid of leather that will give long wear. Rubber tipped heels. Sizes 6 to 11. OPPORTUNITY DAY

\$3.95



Oxfords for Men

The noteworthy feature of these shoes is that they're suitable for both dress and sports wear. The uppers are in moccasin vamp style... black side leathers. Solid leather soles and half rubber heels. Sizes 6 to 11. OPPORTUNITY DAY

\$2.50

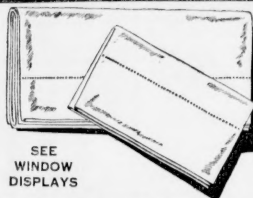
ONE-DAY EVENT IN STAPLES AND YARD GOODS

Wabasso Sheets

Neatly Hemstitched at Top Borders

Thrifty housewives will be here in dozens to take advantage of this sheet offer... it's outstanding value! Firmly woven Wabasso cottons that will wear through a long time of service and frequent launderings. A good size, 77 x 87 inches. OPPORTUNITY DAY

\$2.38



SEE WINDOW DISPLAYS

Hemmed Sheets

If your sheet supply at home is running low or if new sheets are needed at the summer cottage you'll do well to take advantage of this special. Fully bleached cotton sheets hemmed in 77 x 87-inch size. OPPORTUNITY DAY

\$1.98



Wabasso Pillow Cases

The Wabasso cotton in these pillow cases is woven of extra heavy threads... this means they'll wear better than most pillow cases. The ends are finished with a row of hemstitching. 42 inches wide. OPPORTUNITY DAY

\$1.00

Pillow Cases

These are pillow cases that will give more than their money's worth of wear. The cotton will retain its firm, smooth texture through many a laundering. Strongly hemmed at 26 ends. 42 inches wide. OPPORTUNITY DAY

45c

Peasant Luncheon Cloths

It's smart to set your table in color... especially in such gay combinations of color as are offered in these Peasant luncheon cloths. They're cotton and linen weaves... frequent laundering won't in any way impair their serviceability. Plain designs in shades of red, brown, green and gold. 48 x 48 inches in size. OPPORTUNITY DAY

50c

—Sheets, Pillow Cases and Table Linens, Second Floor, Phone 9-1-2-3-4

Special Purchase of BATH TOWELS!

Buy Towels for Present and Future Use... Substantial Savings!

Extra demands are made on the towel supply during summer months... there's extra wear on the towels so you'd better get ready to make replacements. Thirty cotton towels in these large size towels... white with rainbow stripes and overchecks. 20 x 40 inches. OPPORTUNITY DAY

4 for \$1

—Towels, Second Floor, Phone 9-1-2-3-4

Cotton-Filled Comforters

Well filled with a downy cotton—cotton print covered. 60x72 inches. OPPORTUNITY DAY

\$1.89

Grey All-Wool Blankets

They'll be warm when the mercury is away below zero next January! Striped borders. Seven pounds in weight. 60 x 80 inches. OPPORTUNITY DAY

\$4.95

Krinkle Bedspreads

These are bedspreads that will go in and out of the wash over and over again and still look as fresh as when they were new. They're a krinkle cotton material... creamy colored with the krinkle stripes in rose, gold, blue, mauve or green. 80 x 100 inches. OPPORTUNITY DAY

\$1.39

—Bedding, Second Floor, Phone 9-1-2-3-4

See Back of This Page for Other EATON Announcements

Serviceable Ecru Towels

Every towel supply should include several of these handy towels... they're easy to launder and long wearing. A strong cotton terry weave... ecru with longwise stripes in vivid colors. 16 x 32 inches in size. OPPORTUNITY DAY

8 for \$1.00

Terry Towels

Such clean, fresh-looking towels these... snowy white with over-checked patternings in pastel shades. Thickly piled cotton terry that will give satisfactory service. A handy size, 18x36 inches. OPPORTUNITY DAY

39c

—Towels, Second Floor, Phone 9-1-2-3-4



TOWELS for CAMP

"Wabasso" Plain-Dyed Pique

Pique is especially easy to tailor and pleat because you can follow the "wale" or rib. This sale priced pique is medium wale, very strong, made by "Wabasso" in tempting Summer colors: WHITE EGGSHELL, SKY BLUE, BRIGHT RED, AND PEACH. YARD

Regular 29c

16c

English Plain Seersucker

Choose this and you'll be saving work as well as money — seersucker needs no ironing! Its kindly surface adds interest to the simplest style; it is firm and firm enough to use for quaint peasant styles. Colors: GREEN, SKY, YARD

Regular 29c

16c

Assorted Cottons

Odd pieces taken from stock — fancy crepes, novelty checks, lace mesh fabrics and others too numerous to mention. In many cases only a few yards of one material; this is the kind of value that calls for 8:30 shopping — a great variety of limited quantities at substantially reduced prices. 33 and 36 inches wide. YARD

19c

Woven Slub Linene

Linene for tub tailor-mades! It is all-cotton, yet pleats and d tailors with touch of the smooth precision of linen. The linene we've reduced for the sale are particularly smart — natural colored with slub threads in blues, greens, browns. 36 inches wide. OPPORTUNITY DAY, YARD

Regular 25c

16c

Real Silk Crepe

Printed in designs that should fascinate you. Regular 79c. Shop early if you would share in this superlative value. Printed all-silk crepe in 38-inch width. Limited yardage. OPPORTUNITY DAY

49c

Regular 35c

Printed Cotton Seersucker

Even at its regular price of 35c a yard, this seersucker was considered one of the best values for a pretty, dainty, practical Summer dress. Designs are modern in type — rather small, spaced, a number of them in black and white on a pastel background; others in white and bright colors on brown, navy or black grounds. The seersucker is finely woven, softly finished, fast colored. 36 inches wide. OPPORTUNITY DAY

19c

T. EATON CO. LIMITED
EDMONTON CANADA

—Yard Goods and Staples, Second Floor, Phone 9-1-2-3-4

EATON'S SEMI-ANNUAL SALE OF FURNITURE AND HOME FURNISHINGS

Swings Into the Second Day With Big Specials!

First Quality Inlaid Linoleum

Laid On Your Floors in City Homes Without Extra Charge

Bring in your measurements first thing Friday morning and choose the pattern you like best. All the patterns are inlaid... that means they'll wear as long as the linoleum. Fresh colorings in the pleasing variety of designs... suitable for kitchens, bathrooms, halls, dining and living rooms. 72 inches wide. Orders will be laid in rotation. SEMI-ANNUAL SALE. SQUARE YARD,

\$1.29

Colored Cotton Mattresses

If any of the beds in your home or summer cottage need new mattresses you should make a note of this special... there's a saving in the purchase of one of these mattresses! They're well filled with colored cotton. The coverings are of strong, long wearing cotton tickings. Finished with rolled edges. All standard sizes. SEMI-ANNUAL SALE

\$4.50

8:30! Foot Stools!

No C.O.D. Phone Orders, Please!



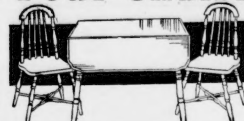
89c

Unfinished Hardwood Drop-Leaf Table and Four Chairs

The Table Opens Out to a Good Size... The Chairs Are Windsor Type

Here's an outstanding buy if ever there was one! Just \$10.50 and some paint and you've a smart breakfast or dinette suite. The wood in these pieces is hardwood... that means that the paint will not be absorbed by the wood... it will make a thick, lustrous surface that is long lasting. The table has a drop leaf on both sides... six or eight people may be served at it quite comfortably. SEMI-ANNUAL SALE... FIVE-PIECE SUITE,

\$10.50



Five-Piece Bedroom Suite

On Sale At 2:30!

You're lucky if you're in the market for a bedroom suite... it's not often an opportunity such as this offers itself! This bedroom suite is in modern style. The panel bed is 4' 6 size. The other pieces in the suite are vanity, chiffonier, dresser and bench. All are strongly constructed and finished with walnut veneers. SEMI-ANNUAL SALE At 2:30 FIVE-PIECE SUITE,

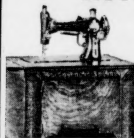
\$89.50

Electric Seamstress Machines

\$4.75 Down Payment, Balance in 10 Monthly Payments of \$4.65. Total Budget Plan Price, \$51.32

A smart looking machine... the console cabinet features cleverly matched and applied walnut veneers. And an efficient one... fitted with Hamilton Beach motor, handy swing light and Knee Control which regulates the speeds. It will sew heavy and light materials. 10-year guarantee. Quantity is limited. CASH PRICE

\$47.50



—Furniture and Bedding, Third Floor, Annex, Phone 5-1-2-4-6

Living Room Suite

Settee and Chair

These two-piece suites are suitable for living rooms, dens and sunrooms. The woodwork is finished in either maple or walnut. The homespun upholstery is patterned in a variety of colorful designs. Both the chair and the settee are strongly constructed to give lasting service. This suite is particularly suited to a small room... with two chairs it makes an ideal suite for a larger room. SEMI-ANNUAL SALE. TWO-PIECE SUITE EXTRA CHAIR TO MATCH

\$49.00

EACH, \$12.50

Bed Ensemble

Three pieces in this bed ensemble... bed, spring and mattress. The bed is walnut finished, the spring is cable type, the mattress is cotton filled. All sizes. An outstanding value at the sale price. SEMI-ANNUAL SALE,

\$15.98

—Furniture and Bedding, Third Floor, Annex, Phone 5-1-2-4-6

High Quality Home Furnishings

Fripled Scrim Curtains

At this price you'll do well to buy several pairs of these curtains... for kitchen, bedroom and bathroom windows. Crisp, fresh scrim... plain cream or egg color or cream with blue, rose, gold or green trim. Complete with Priscilla valance and tie backs. SEMI-ANNUAL SALE, PAIR

59c



Rayon Slub Repp

New drapes for your living or dining room will be smart if they're made from this material... it's a rich looking rayon repp with a silky slub weave. Rich glowing shades of rust, green, rose and mahogany. 30 inches wide. SEMI-ANNUAL SALE, YARD

79c

DRAPERY REMNANTS

Bargain Priced!

A clearance of drapery remnants worthy of the attention of home furnishers and refurnishers. Serims, damasks, shadow cloths, homespun, marquisettes, silk and cotton nets... materials suitable for cushion covers, side drapes, glass curtains and the like. Patterns and colors galore. Lengths from 1 1/2 yard to 4 yards. SEMI-ANNUAL SALE, PIECE

5c to \$3.75

Side Drapes

These side drapes are ready to hang at your living or dining room windows. Lovely burlap materials made on tailored lines with pleated upper edges. Colors of rust, gold, blue and rose. Complete with tie backs. 40 inches wide and 2 1/3 yards long. SEMI-ANNUAL SALE, PAIR

\$3.95

Homespun for Drapes

It's not often you are fortunate enough to be offered fine quality homespun at a price as low as this... better take advantage of this offer. It may not be repeated for some time. Lovely soft plaid designs in a variety of color combinations. 36 inches wide. SEMI-ANNUAL SALE, YARD

49c

PAINTS AND VARNISH

Every color mentioned in the various lines is in stock but in some cases, not in all sizes of tins.

House Paint

QUART. Summertime is the best season of the year to have your house painted... right now is the time when there's a saving in the purchase of the paint. Color variety includes: white, cream, pearl grey, shutter green and brown. SEMI-ANNUAL SALE

49c

GALLON.

\$1.95



Floor and Porch Paint

A long lasting paint suitable for inside or outside surfaces... use it at home or at the summer cottage. It's easy to apply and takes very little time to dry to a hard glossy finish. Choose from these colors: battleship grey, golden brown, and yellow. SEMI-ANNUAL SALE.

49c

98c

\$1.95

Enamel and Undercoating

If there are odds and ends of paint jobs that have been hanging in abeyance for some time this special should be incentive to have them done immediately. It's a good quality paint that dries in four hours to a smooth shiny surface that will not wash off. White. SEMI-ANNUAL SALE.

49c

98c



Varnish Stain

A dependable varnish stain suitable for floors or woodwork. It's quick drying... it gives a lustrous finish. Colors of light and dark oak and clear. SEMI-ANNUAL SALE.

49c

98c

Ground Color

49c

98c

—Paint Section, Second Floor, Annex, Phone 5-1-2-4-6

ELECTRICAL REFRIGERATORS

An Extremely Low Monthly Payment Buys This

Viking Refrigerator

And EATON'S Offers You THREE Big Features
• BEAUTY • EFFICIENCY • ECONOMY

During summer, particularly, you'll appreciate the convenience and helpfulness of a Viking Refrigerator. With menus to be changed so constantly... with so many fresh, crisp salads to be served... with food to be kept in such cool condition, a Viking is invaluable. The Viking "C" Model illustrated here, built for the average family, is also available in the small purse, by low monthly payments. Economical to buy, sturdy in construction... and certainly economical in operation.

- Durable Dulux Exterior Finish
- 12.5 cubic foot capacity
- 12.5 square foot shelf area
- 22 1/2 inches high, 36 inches wide, 27 1/2 inches deep
- 210 ice cubes
- Cold control
- Stain-resisting porcelain interior
- 210 ice breaker design
- Chromium plated hardware
- Aluminum ice tray (instant release)
- Automatic interior light

Price includes installation in your nearest electric outlet anywhere in the City of Edmonton.

Cash Price \$169.50

\$5.00 DOWN—BALANCE, PLUS AN EQUITABLE EXTRA CHARGE, IN AS MANY AS 36 MONTHLY PAYMENTS.
—Electric Refrigerators, Second Floor, Annex, Phone 5-1-2-4-6



RADIO SPECIALS

Two Groups of Reconditioned Models

Once again we give you the chance to own a radio at a minimum price.

Group 1

- 5-TUBE WESTINGHOUSE CONSOLE
- 5-TUBE NORTHERN ELECTRIC
- 5-TUBE ATWATER KENT CONSOLE
- 5-TUBE WESTINGHOUSE COLEMANIRE
- 5-TUBE DE FOREST CONSOLE

Semi-Annual Sale

\$25.00

Group 2

- 5-TUBE DE FOREST CONSOLE
- 5-TUBE PHILCO MANTEL
- 5-TUBE DE FOREST CONSOLE
- 5-TUBE VICTOR MANTEL
- 5-TUBE VIKING BATTERY MANTEL, low batteries

Semi-Annual Sale

\$15.00



See Back of This Page for Other EATON Announcements

—Also Available on the EATON BUDGET PLAN.
—Radio, Second Floor, Annex, Phone 5-1-2-4-6

Send Your Order to Edmonton—Shipped Same Day as Received

EATON'S BASEMENT STORE

Women's Slips

There's a good deal of serviceable wear in one of these slips... they're of strongly woven cotton broadcloth. Plain tailored styles in small, medium and large sizes. White, tans, and light blue. OPPORTUNITY DAY IN THE BASEMENT STORE

29c

Satin Slips

These are luxury slips at a thrift price. First quality rayon satin, cut on the bias to fit snugly. Lace trimmed or tailored. Adjustable shoulder straps. Tans, white or white in sizes 32 to 44. OPPORTUNITY DAY IN THE BASEMENT STORE

89c

Taffeta Slips

First quality rayon taffeta slips... made with the shadow proof feature. Tailored styles with adjustable shoulder straps. Tans, white or white in sizes 32 to 44. OPPORTUNITY DAY IN THE BASEMENT STORE

69c

Women's Slips

These slips are in built up shoulder style. They're cut on the bias of first quality rayon taffeta. Tans, white or white. Sizes 32 to 44. OPPORTUNITY DAY IN THE BASEMENT STORE

89c

Vests, Panties, Bloomers

These undies were included in a manufacturer's clearance of samples, odds and seconds... hence the low price! Smoothly textured rayon in a pleasing variety of pastel colorings. The vests have shoulder straps... the bloomers and panties have elastic at the waist. Some with applique trims. Small, medium and large sizes. OPPORTUNITY DAY IN THE BASEMENT STORE, EACH

29c

Women's Ankle Socks

Dandy sport socks, these... smart in appearance and comfortable to wear. First quality rayon yarns went into the knitting of every pair. Plain colors with matching cuffs. Sizes 8½ to 10. OPPORTUNITY DAY IN THE BASEMENT STORE, PAIR

15c

Children's Frocks

Sweetly styled frocks that a little girl will keep for "best." Silky cellulose materials for their making... lovely pastel colorings. Sizes 1 to 6 years. Samples, odds and seconds. OPPORTUNITY DAY IN THE BASEMENT STORE, NO MAIL ORDERS, NO DELIVERY.

39c

CHINAWARE and GLASSWARE

We Deliver in the City.

—Second Floor, Annex

S-E-A-L-E-R-S

Factory Firsts

OPPORTUNITY DAY, PINTS, QUARTS,

\$1.00 \$1.19

DOZEN DOZEN

GEM OR JEWEL

CASSEROLES

Complete with Lids

Medallia pottery glazed in brown.

OPPORTUNITY DAY,

Each 29c

Semi-Porcelain Sets

48 Pieces

English dinnerware — ivory background, floral pattern, Chinese red line.

OPPORTUNITY DAY, SET,

\$9.95

ODDMENTS

Orientalware — jugs, plates, vases, teapots, match tins, etc. OPPORTUNITY DAY

15c

B-O-W-L-S

Medallia earthen mixing bowls, 8 inch diameter; well covered; glazed finish. OPPORTUNITY DAY, EACH

15c

Cups and Saucers

Varied patterns. Serviceable at the Lake cottage or in the town kitchen. OPPORTUNITY DAY, CUP AND SAUCER, 10c

—Chaucer, Second Floor, Annex, Phone 5-12-5

Rayon Lingerie

Pajamas! Gowns! Slips! Sets!

You can choose a complete lingerie wardrobe from this grouping... and still not be extravagant! The low price is due to the fact that a manufacturer cleared his stock of samples, odds and seconds to us at away below their usual pricing. Yours is the saving! Finely woven rayon in a lovely range of pastel shades. Tailored in style or daintily trimmed with lace. Small, medium and large sizes. OPPORTUNITY DAY IN THE BASEMENT STORE, PIECE OR SET

SEE WINDOWS

Women's Cotton Hose

Stockings to wear around the house, for morning shopping trips or at the summer cottage. They're knit of firm cotton yarns, well shaped to fit neatly.

Fawn shades and gunmetal. Sizes 8½ to 10½. Mostly firsts... negligible defects in the seconds. OPPORTUNITY DAY IN THE BASEMENT STORE, 15c PAIR

15c

Women's Lisle Hose

First quality stockings knit of highly mercurized lisle yarns... some pairs have double feet. Well shaped. Wide variety of shades in sizes 8½ to 10½. OPPORTUNITY DAY IN THE BASEMENT STORE, PAIR

25c

Children's Ankle Socks

A fortunate purchase from a leading manufacturer brings you the extremely low pricing on these ankle socks... they're a clearance of substandards and odds from higher priced lines. Cotton or lisle knits... some with "Laxlex" tops. Wide variety of colors and patterns. Sizes 5 to 8½. OPPORTUNITY DAY IN THE BASEMENT STORE, PAIR

10c

Full Fashioned Stockings

Two Textures in This Grouping of Real Silk Hose

Choose a cosmopolitan chiffon weave or a semi-service weight... both are smart in appearance and long wearing. A varied assortment of the season's most popular shades. Sizes 8½ to 10. Classed as substandards for slight imperfections in foot or well knit. OPPORTUNITY DAY IN THE BASEMENT STORE, PAIR

Hosiery for the Whole Family

You couldn't do better than buy a supply of stockings for the members of the family when you're the benefit of so low a pricing. The WOMEN'S stockings are knit from lisle, cotton or rayon yarns. Shaped to fit neatly and in shades that are smart for summer wear. Sizes 8½ to 10. The CHILDREN'S stockings are knit in a one by one ribbing of rayon and lisle, rayon or cotton... shades of fawn and black. Also ankle socks and boys' cotton foot hose. Sizes 6 to 10. The MEN'S socks are of cotton and wool, rayon and cotton or plain cotton. A large variety of patterns and colors. Sizes 10 to 11½. OPPORTUNITY DAY IN THE BASEMENT STORE, PAIR

23c

Women's Rayon Hose

Every pair in this grouping of rayon is first quality. The rayon yarns are finished to look almost like real silk... that's an outstanding factor when you're 25c to spend on a pair of stockings. Well shaped to fit without wrinkling... reinforced at toe and heel. Smart shades in sizes 8½ to 10. OPPORTUNITY DAY IN THE BASEMENT STORE, PAIR

25c

Women's Ankle Socks

The occasions when you can buy ankle socks for ten cents are few and far between... better take advantage of this opportunity! Included in this manufacturer's clearance are firsts, substandards and odds. They're knit of cotton in a pleasing variety of patterns and colors. Sizes 8½ to 10. OPPORTUNITY DAY IN THE BASEMENT STORE, PAIR 10c

Smart House Frocks

A Grand Variety of Styles!

They're styles that are very seldom found at as low a price as one dollar! Better be here bright and early to select several... you've no idea how they'll brighten your hours at household routine. First quality cotton prints... clever designs in pleasing combinations of color. Sizes 14 to 16. OPPORTUNITY DAY IN THE BASEMENT STORE.

\$1.00

Women's Print Hoovers

Ever so handy, these hoovers, to wear when you're busy yourself about household tasks... and you'll slip one on over your frocks when you've been out in the afternoon and there's a need to be prepared for a hurry. First quality cotton prints... wraparound style with short sleeves. Various patterns and colorings for your choice. Sizes 16 to 12. First quality. OPPORTUNITY DAY IN THE BASEMENT STORE.

\$1.00

Children's Frocks of Cotton Print

There's plenty of choice for mothers who shop early... we'd advise that you make a point of being here early for frocks like these so low priced with clearances in no time at all! Assorted cotton prints for the making of these smart frocks... patterns and colorings to become a little girl's "staples" that are fresh looking and easy to keep that way. Sizes 2 to 6 years. OPPORTUNITY DAY IN THE BASEMENT STORE.

29c

29c

Pantie Frocks

Gaily patterned cotton prints for these pantie frocks... bright colors that will retain their freshness after repeated washings. The pattern match the frocks. Sizes 2 to 6 years. A grouping of samples, odds and seconds. OPPORTUNITY DAY IN THE BASEMENT STORE.

49c

SALE in THE BASEMENT STORE

Women's Oxfords

If you can take comfort in about-the-house footwear you'll like these serviceable black leather (sheepskin) oxfords. First quality throughout. Leather soles and hard lifts of composition. Sizes 3 to 8 including half sizes. OPPORTUNITY DAY IN THE BASEMENT STORE, PAIR

Men's Socks

These are summer socks... ankle length for warm weather comfort. Wool knits or rayon plaited cotton... both serviceable, easily laundered textures. A wide selection of plain colors. Sizes 10 to 11½. First quality. OPPORTUNITY DAY IN THE BASEMENT STORE, PAIR

25c

Men's Socks

Another grouping of first quality socks... lisle or rayon knits. Fancy patterns in wide array... plain colors with clocks. Sizes 10 to 11½. OPPORTUNITY DAY IN THE BASEMENT STORE, PAIR

25c

Taffeta Slips

Needing a few extra slips to see you comfortably through the summer? You'll like these... their slim fit, their long wearing qualities and of course, their low price! Neatly made of first quality suede taffeta (containing no rayon) in sizes 32 to 44. OPPORTUNITY DAY IN THE BASEMENT STORE, EACH

49c

Girls' Panties

Cotton print panties finished with elastic waist and knees. Patterned in various color combinations. A manufacturer's collection of samples, odds and seconds. Sizes 2 to 6 years. OPPORTUNITY DAY IN THE BASEMENT STORE, PAIR

15c

Wash Suits

Keep the little lads looking fresh and clean in these wash suits. They're made of strongly woven cotton broadcloth... two-piece styles. Sizes 2 to 6 years. Odds and seconds. From higher priced lines. OPPORTUNITY DAY IN THE BASEMENT STORE

49c

Tots' Frocks

Printed cottons for these frocks... some with matching hats. A manufacturer's collection of samples, odds and seconds from higher priced lines. OPPORTUNITY DAY IN THE BASEMENT STORE

69c

Pantie Frocks

These dainty frocks with their matching panties are neatly made of cotton pique print or broadcloth. Grand assortment of patterns and colors. Sizes 1 to 6 years. OPPORTUNITY DAY IN THE BASEMENT STORE

69c

Home Frocks

Fresh patterns and colorings in the cottons for these home frocks... they'll come out of tubings looking fresh too. Neat styles with organza trims. Sizes 16 to 14. First quality. OPPORTUNITY DAY IN THE BASEMENT STORE

49c

House Frocks

First quality cotton prints for these smartly styled house frocks. Gay patterns and colorings in wide array. Styles to wear around the house and smart enough for sportswear, too. Sizes 14 to 16. OPPORTUNITY DAY IN THE BASEMENT STORE

69c

Cotton Print

Many are the uses for these first quality "Sunbeam" cotton prints... they're thrifty mothers will turn them up into house frocks, bloomers, girls' dresses and garments for the wee lads. 36 inches wide. OPPORTUNITY DAY IN THE BASEMENT STORE, YARD

15c

NO MAIL ORDERS NO DELIVERY

See Back of This Page for Other EATON Announcements

FRIDAY *One-Day Store-Wide Sale***EATON'S****On Sale
At 9:30!****Smart
Shoes**

If you're here right at the stroke of 9:30 you'll have the benefit of the best choice of styles... there's bound to be a crowd when shoes as up-to-the-minute as these take a dollar pricing! Ties and straps... the fashionable broad strap is featured. High and Cuban heels. Black side leathers. Sizes 3½ to 7. Once again we repeat **BE HERE SHARP AT 9:30! OPPORTUNITY DAY AT 9:30, FAIR.**

\$1.00

—Women's Footwear, Second Floor

**EATON'S
OPPORTUNITY
DAY**

Store Opens at 8:30 a.m., Closes
at 5:30 p.m. Daily, Including Next
Wednesday. To Call EATON'S
Dial 9-1-2-0

**JULY
30th****Men's "Hickok" Belts***Bargain Priced—Regular \$1.00!*

Leather or leatherette or braided webs... solid colors and contrasts... some with openwork inserts. Tongue buckles in white or yellow metal with chromium plating. Colors of white, yellow, maroon, brown, and black. Lengths from 32 to 42.

OPPORTUNITY DAY

EACH,

69^C

—Men's Belts, Main Floor, Phone 9-1-2-5-3

**"Sunny Crepe"
Frocks***Regular \$1.98!*

We've often remarked that "Sunny Crepe" is a pretty name for the material in these frocks... not any prettier than the material itself. And what's more it's practical... it's a krinkly cotton crepe weave that washes like a handkerchief and requires little, if no ironing. The styles are on ever-favored tailored lines... plain colored pastels spiked with contrasting chin chukkers, belts and bindings... note the illustration. Sizes 14 to 42.

OPPORTUNITY DAY,

\$1.29

—House Frocks, Second Floor, Phone 5-1-2-3-3

Sandwich Toasters

Invaluable aids in "whipping up"

odd snacks that young people go

in for in a big way! And you'll use

them for grilling bacon,

steaks and the like.

OPPORTUNITY DAY.

LESS CORD

\$1.89

—Electrical Goods, Second Floor, Annex, Phone 9-1-2-6-1

Large Casseroles

These have been reduced from a higher price. They comprise a heat resisting glass lining and a pierced silverplated frame. Smart in appearance and certainly useful.

OPPORTUNITY DAY.

\$2.25**Pie Plates**

These pie plates match the casseroles... they, too, have been reduced from a higher pricing. Heat resisting glass inner linings. The frames are of pierced silverplate.

OPPORTUNITY DAY.

\$1.35

—Silverware, Main Floor, Phone 9-1-2-3-5

**Swagger Suits
... Coats***Regular \$10.95
and \$15.95*

Such a stroke of luck to find coats and suits that are suitable for late summer and early Fall wear at bargain prices! The coats of the suits are three-quarter or jigger length... fitted or swagger in line. The coats are tailored or swinging. Lovely wool tweed fabrics in shades of sand, brown, black, blue or green. Sizes 14 to 40.

**Opportunity
Day****\$7.95 and
\$10.95**

—Coats and Suits, Second Floor, Phone 9-1-2-7-7

**On Sale
At 9:30!****Chiffon Knee Highs***A Line of Substandards*

The real silk chiffon texture is flattering to wear... full fashioned, too! The neat "Lastex" band fits snugly below the knee. Lovely summer shades that will blend with the pastel and darker colors of your ensembles. Sizes 8½ to 10½. OPPORTUNITY DAY AT 9:30... PAIR.

47^C

—Hosiery Section, Second Floor

SeeWindowDisplays

**Look for "Not-Advertised" Cards
Throughout the Departments!**

THE T. EATON CO.
WESTERN LIMITED
EDMONTON CANADA

WESTERN

The Fight For the Five-Day Week

Editorial

IN THE great Republic to the south, millions of men employed in the iron and steel and other basic industries are working eight hours a day for five days a week. The United States Government, spending billions of dollars on its works program, refuses to consider tenders from firms which work their employees more than forty hours a week.

Why is it that in Canada men must work longer hours at less pay than in the great country to the south of the boundary line?

☆☆☆

The forty-hour week is compulsory by law in the prosperous islands of New Zealand. Most of the industries of Australia observe the eight-hour day and five-day working week.

Nothing but greed prevents the same happy condition from becoming general in Canada. Indeed, it is the highest-protected industries such as the textile industry, earning colossal dividends and hiding away millions in secret profits, that works the longest hours and pays the poorest wages in Canada.

They are fighting with every weapon in their power—by the pressure of want, by influence over legislatures, by setting up "company unions" and other bodies they can control—to prevent Canadian workers from obtaining equal benefits with the workers of United States by means of international wage scales and working conditions.

☆☆☆

The right of organization, of collective bargaining and co-operation with others employed in similar work on the North American continent, is a right more sacred than the rights of property in brick and stone and gold. His labor is the workman's whole property—the most valuable form of property to the State, for it is the foundation of all wealth and strength in the State.

Workmen must not let themselves be fooled by specious promises of "company unions." The old guard of the sweat-proprietor about being "willing to talk to our men" is definitely "out." The only union fair to workman and employer alike is the international union, securing equal wage scales and equal working conditions for all workers in the same trade, throughout the continent.

National and International Unions throughout Canada must demand for the Canadian worker equal benefits with the United States worker. Pressure must be brought on the Federal Government to see that no tenders for government supplies and public works are accepted, unless the tendering firm pays fair wages and observes fair working conditions.

Enlightened employers who wish to see their employees receiving fair wages and enjoying agreeable working conditions, will lend all aid to the Unions in this quest. The international union is fighting the battle of the humane employer against his chiselling rival, in its demand for uniform wages and working conditions.

RELIEF WILL NOT BE GIVEN TO OUTSIDERS

Families Moving Into Alberta Will Be Sent Back To Saskatchewan

Are families moving by relief assistance into Alberta, must return to Saskatchewan, as assistance will not be available in Alberta until such time as the government of Saskatchewan has taken action to meet the needs, that will be satisfactory to the government, according to a statement made on Thursday by Premier William Aberhart.

As there have already been a considerable number of families arrive from Saskatchewan, many of whom are destitute, it is felt it is necessary to give some publicity through the press bringing the decision to the attention of those concerned," said the Premier.

On the subject of relieving the situation, the Premier declared that the government was being assisted by the department of agriculture, in the department of municipal affairs and the bureau of relief, representing the province to give permission for the government to receive relief assistance.

It is hoped that the government will be able to give relief assistance to the families who are destitute, as well as to the families who are destitute.

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REITH BEATEN BY KELLY IN AMATEUR GOLF

Other Favorites, However, Advance—Calgary Youngster Loses

OTTAWA, July 29.—Pete Kelly, 19-year-old amateur golfer from Calgary, pulled the big upset of the Canadian amateur golf championship today, when he eliminated Bobby Reith of Winnipeg, 4 and 2.

Kelly's victory was again a player favored to go through to the final for the title defeated the favorite of New Orleans.

Reith, 19-year-old, was again defeated by Kelly, 4 and 2, in the first round of the championship. Kelly, 19-year-old, was again defeated by Kelly, 4 and 2, in the first round of the championship.

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THE LARGEST SOVIET FLIGHT

Edmonton Bulletin

AN INDEPENDENT NEWSPAPER IN PUBLIC SERVICE

FIFTY-SEVENTH YEAR, VOL. LVII, No. 178

EDMONTON, ALBERTA, THURSDAY, JULY 29, 1937

Single Copy Five Cents

CANADA TO CONSTRUCT 4 DEFENCE MINE SWEEPERS

Contracts To Involve One Million

By THOS. WATLING, Special Correspondent.
OTTAWA, July 29.—Two minesweepers for the Pacific coast and two for the Atlantic coast will be put under construction shortly. Parliament passed a million dollars last session for this purpose at the instance of Hon. Ian MacKenzie, minister of national defence.

Tenders are now being considered and the contracts will be let at an early date.

The possible purchase of the minesweepers will be the first step in the construction of the minesweepers for the Pacific coast and two for the Atlantic coast.

FOUR INJURED AS AUTO HITS TROLLEY POLE

Three Men, Woman Suffer Hurts In Accident On Jasper Avenue

Three men and a woman were injured in a spectacular crash on Jasper avenue between 102 and 104 streets shortly before midnight Wednesday, when the auto in which they were riding struck a trolley pole and crashed, breaking into the steel trolley car.

The injured were: MARCEL PERRAULT, 16-year-old, of 102 street; FLORA SIMMONS, 102 street; and a woman, 102 street.

The accident occurred on Jasper avenue between 102 and 104 streets shortly before midnight Wednesday.

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Canadian mine sweeper under construction at the Canadian Ordnance and Ammunition Factory, Montreal. The mine sweeper is being constructed for the Pacific coast and two for the Atlantic coast.

Spanish War Minus Italy, Nazi Aid Likely Collapse

Thousands Killed As Japan Bombs Tientsin From Air

SHANGHAI, July 29.—The official Chinese Central News Agency reported today the Japanese army had moved to the city of Tientsin, and was fighting with the Chinese garrison within the city.

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NIPPON'S NAVY FIRE MISSILES UPON OLD FOE

North China Port of Tientsin Feels Brunt Of Shells

TOKYO, July 29.—Japan's naval force began shelling the north China port of Tientsin today, as Chinese and Japanese forces fought in the suburbs of Tientsin with foreign residents reported working safely in Japanese-controlled areas.

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CITIES FAVOR CENTRALIZING RELIEF AFFAIRS

Insist That No Greater Burden Be Imposed On Them

Contributions of the cities to the relief of unemployment have been the subject of a meeting of the cities of the province, held in the city of Edmonton, July 29.

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LANDING POINT IS UNKNOWN

PARADES, 1938, July 29. The weather conditions most of the way live ahead of a third season, according to the forecast, is to start from Moscow, July 29, an uncommon destination in North America.

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Race Results

BRITISH, July 29, Regina Exhibition

100 YARDS

1.25	2.00	3.00	4.00	5.00	6.00	7.00	8.00	9.00	10.00
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200 YARDS

2.50	4.00	6.00	8.00	10.00	12.00	14.00	16.00	18.00	20.00
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400 YARDS

5.00	8.00	12.00	16.00	20.00	24.00	28.00	32.00	36.00	40.00
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800 YARDS

10.00	16.00	24.00	32.00	40.00	48.00	56.00	64.00	72.00	80.00
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1600 YARDS

20.00	32.00	48.00	64.00	80.00	96.00	112.00	128.00	144.00	160.00
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3200 YARDS

40.00	64.00	96.00	128.00	160.00	192.00	224.00	256.00	288.00	320.00
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6400 YARDS

80.00	128.00	192.00	256.00	320.00	384.00	448.00	512.00	576.00	640.00
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12800 YARDS

160.00	256.00	384.00	512.00	640.00	768.00	896.00	1024.00	1152.00	1280.00
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25600 YARDS

320.00	512.00	768.00	1024.00	1280.00	1536.00	1792.00	2048.00	2304.00	2560.00
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51200 YARDS

640.00	1024.00	1536.00	2048.00	2560.00	3072.00	3584.00	4096.00	4608.00	5120.00
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102400 YARDS

1280.00	2048.00	3072.00	4096.00	5120.00	6144.00	7168.00	8192.00	9216.00	10240.00
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204800 YARDS

2560.00	4096.00	6144.00	8192.00	10240.00	12288.00	14336.00	16384.00	18432.00	20480.00
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McDermid Studios

'Beautiful But Dumb' Is Not Always the Case

By HELEN WELSHIMER

It is a common mistake to judge a person by their looks. In the latest issue of the Bulletin, a girl who is described as "beautiful but dumb" is shown to be a person of great intelligence and character.

Her unassuming beauty and her ready grasp of numbers and her keen interest in the world around her have made her a popular figure in the high school.

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Hair Beauty Costs Little To Achieve

By ALICIA HART

The hair is the most important feature of a woman's face. It is the first thing that catches the eye. A well-groomed hair is a sign of a woman's intelligence and refinement.

It is not necessary to spend a great deal of money to achieve a beautiful hair. A few simple steps can make a great difference.

First, it is important to choose a hair style that suits your face and personality. A good hairdresser can help you with this.

Second, it is important to keep your hair clean and healthy. Use a good shampoo and conditioner.

Third, it is important to use the right tools and products. A good hairbrush and a few drops of hair oil can make a great difference.

Fourth, it is important to be patient. A beautiful hair takes time to achieve. Do not give up too soon.

Fifth, it is important to be consistent. Stick to your hair care routine. Do not change it too often.

Sixth, it is important to be confident. A beautiful hair is a sign of a woman's confidence. Do not be afraid to show it off.

Seventh, it is important to be kind to yourself. A beautiful hair is a sign of a woman's kindness. Do not be too hard on yourself.

Eighth, it is important to be happy. A beautiful hair is a sign of a woman's happiness. Do not let your hair be a burden.

Ninth, it is important to be healthy. A beautiful hair is a sign of a woman's health. Do not neglect your health.

Tenth, it is important to be beautiful. A beautiful hair is a sign of a woman's beauty. Do not let your hair be a hindrance.

Eleventh, it is important to be smart. A beautiful hair is a sign of a woman's intelligence. Do not let your hair be a distraction.

Twelfth, it is important to be graceful. A beautiful hair is a sign of a woman's grace. Do not let your hair be a nuisance.

Thirteenth, it is important to be elegant. A beautiful hair is a sign of a woman's elegance. Do not let your hair be a mess.

Fourteenth, it is important to be charming. A beautiful hair is a sign of a woman's charm. Do not let your hair be a barrier.

Fifteenth, it is important to be lovely. A beautiful hair is a sign of a woman's loveliness. Do not let your hair be a problem.

Sixteenth, it is important to be adorable. A beautiful hair is a sign of a woman's adorableness. Do not let your hair be a headache.

Seventeenth, it is important to be irresistible. A beautiful hair is a sign of a woman's irresistibility. Do not let your hair be a disappointment.

Eighteenth, it is important to be unforgettable. A beautiful hair is a sign of a woman's unforgettableness. Do not let your hair be a forgettable.

Nineteenth, it is important to be amazing. A beautiful hair is a sign of a woman's amazingness. Do not let your hair be a letdown.

Twentieth, it is important to be incredible. A beautiful hair is a sign of a woman's incredibleness. Do not let your hair be a letdown.

Twenty-first, it is important to be extraordinary. A beautiful hair is a sign of a woman's extraordinaryness. Do not let your hair be a letdown.

Twenty-second, it is important to be phenomenal. A beautiful hair is a sign of a woman's phenomenalness. Do not let your hair be a letdown.

Twenty-third, it is important to be remarkable. A beautiful hair is a sign of a woman's remarkableness. Do not let your hair be a letdown.

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Twenty-seventh, it is important to be phenomenal. A beautiful hair is a sign of a woman's phenomenalness. Do not let your hair be a letdown.

Twenty-eighth, it is important to be remarkable. A beautiful hair is a sign of a woman's remarkableness. Do not let your hair be a letdown.

Money Draws Country Girls Into The City

By ALICIA HART

The city is a magnet for country girls. They come to the city for the money and the excitement. They leave their homes and families behind them.

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What To Do



What to do when you are in a difficult situation. Here are some tips to help you out.

First, it is important to stay calm. Do not panic. Take a deep breath and think clearly.

Second, it is important to assess the situation. What is the problem? What are your options?

Third, it is important to choose a solution. Which option is the best? Which one is most likely to work?

Fourth, it is important to act. Do not wait. Take action now. Do not let the opportunity pass you by.

Fifth, it is important to evaluate the results. Did your solution work? What did you learn from this experience?

Sixth, it is important to be prepared for the future. What can you do to prevent this problem from happening again?

Seventh, it is important to be resilient. Do not give up. Keep trying. You will eventually find a solution.

Eighth, it is important to be optimistic. Believe in yourself. You can overcome any challenge.

Ninth, it is important to be persistent. Do not stop. Keep going. You will eventually reach your goal.

Tenth, it is important to be determined. Do not let anything stop you. You will achieve your dream.

Eleventh, it is important to be confident. Believe in your abilities. You are capable of great things.

Twelfth, it is important to be brave. Do not be afraid. Face your fears. You are stronger than you think you are.

Thirteenth, it is important to be honest. Do not lie. Be truthful. Honesty is the best policy.

Fourteenth, it is important to be kind. Be nice to everyone. Kindness makes a difference.

Fifteenth, it is important to be generous. Give to others. Generosity is a virtue.

Sixteenth, it is important to be patient. Do not rush. Take your time. Patience is a virtue.

Seventeenth, it is important to be humble. Do not brag. Be modest. Humility is a virtue.

Eighteenth, it is important to be grateful. Be thankful for what you have. Gratitude is a virtue.

Nineteenth, it is important to be forgiving. Do not hold grudges. Be forgiving. Forgiveness is a virtue.

Twentieth, it is important to be loving. Love others. Love is the greatest of all virtues.

Twenty-first, it is important to be faithful. Be loyal. Faithfulness is a virtue.

Twenty-second, it is important to be obedient. Follow the rules. Obedience is a virtue.

Twenty-third, it is important to be respectful. Show respect to everyone. Respect is a virtue.

Twenty-fourth, it is important to be courteous. Be polite. Courtesy is a virtue.

Twenty-fifth, it is important to be considerate. Think of others. Consideration is a virtue.

Twenty-sixth, it is important to be helpful. Help others. Helpfulness is a virtue.

Twenty-seventh, it is important to be generous. Give to others. Generosity is a virtue.

Twenty-eighth, it is important to be kind. Be nice to everyone. Kindness makes a difference.

Debunker

Debunking common myths and misconceptions. Here are some examples.

Myth: "All cats are black." Fact: Cats come in many colors and patterns.

Myth: "The sun is a planet." Fact: The sun is a star.

Myth: "There are no fish in the ocean." Fact: There are many different species of fish in the ocean.

Myth: "The earth is flat." Fact: The earth is round.

Myth: "There are no dinosaurs left." Fact: There are many different species of dinosaurs.

Myth: "The moon is made of cheese." Fact: The moon is made of rock.

Myth: "There are no aliens." Fact: There are many different species of aliens.

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Myth: "There are no dinosaurs left." Fact: There are many different species of dinosaurs.

Myth: "The moon is made of cheese." Fact: The moon is made of rock.

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Debunker

To Be Frank Or Coquettish — That's The Summer Millinery Question

Faces Right Out In Open Or Peer From Beneath Pert Brims



Left: Betty Davis. Her wide brimmed hat is a new design and has a green band. Middle: Joan Fontaine. Her hat is a new design and has a large flower. Right: Mary Kay. Her hat is a new design and has a veil.

COQUETTE — The French influence is being made of very fine imported straw hats that feature wide brims and are adorned with large flowers and veils. The French influence is being made of very fine imported straw hats that feature wide brims and are adorned with large flowers and veils.

GAY NINETIES SAILORS — The French influence is being made of very fine imported straw hats that feature wide brims and are adorned with large flowers and veils. The French influence is being made of very fine imported straw hats that feature wide brims and are adorned with large flowers and veils.

DOROTHY DIX Says:

DOROTHY DIX — The French influence is being made of very fine imported straw hats that feature wide brims and are adorned with large flowers and veils. The French influence is being made of very fine imported straw hats that feature wide brims and are adorned with large flowers and veils.

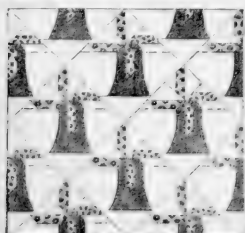
Bulletin Patterns



Good Eating That's Easy On The Budget

EARLY SPAGHETTI DINER — The French influence is being made of very fine imported straw hats that feature wide brims and are adorned with large flowers and veils. The French influence is being made of very fine imported straw hats that feature wide brims and are adorned with large flowers and veils.

A Quilt You'll Enjoy Piecing



SHIRLEY TEMPLE SAYS

Don't you just love Quaker Puffed Wheat?

QUAKER PUFFED WHEAT

YOU'LL ENJOY COOL, REFRESHING QUAKER PUFFED RICE, TOO!

Your Children

By OLIVE ROBERTS BARTON

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By ELLI CLERBURN

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Jo-Jotte — A Pointer

By ELLI CLERBURN

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